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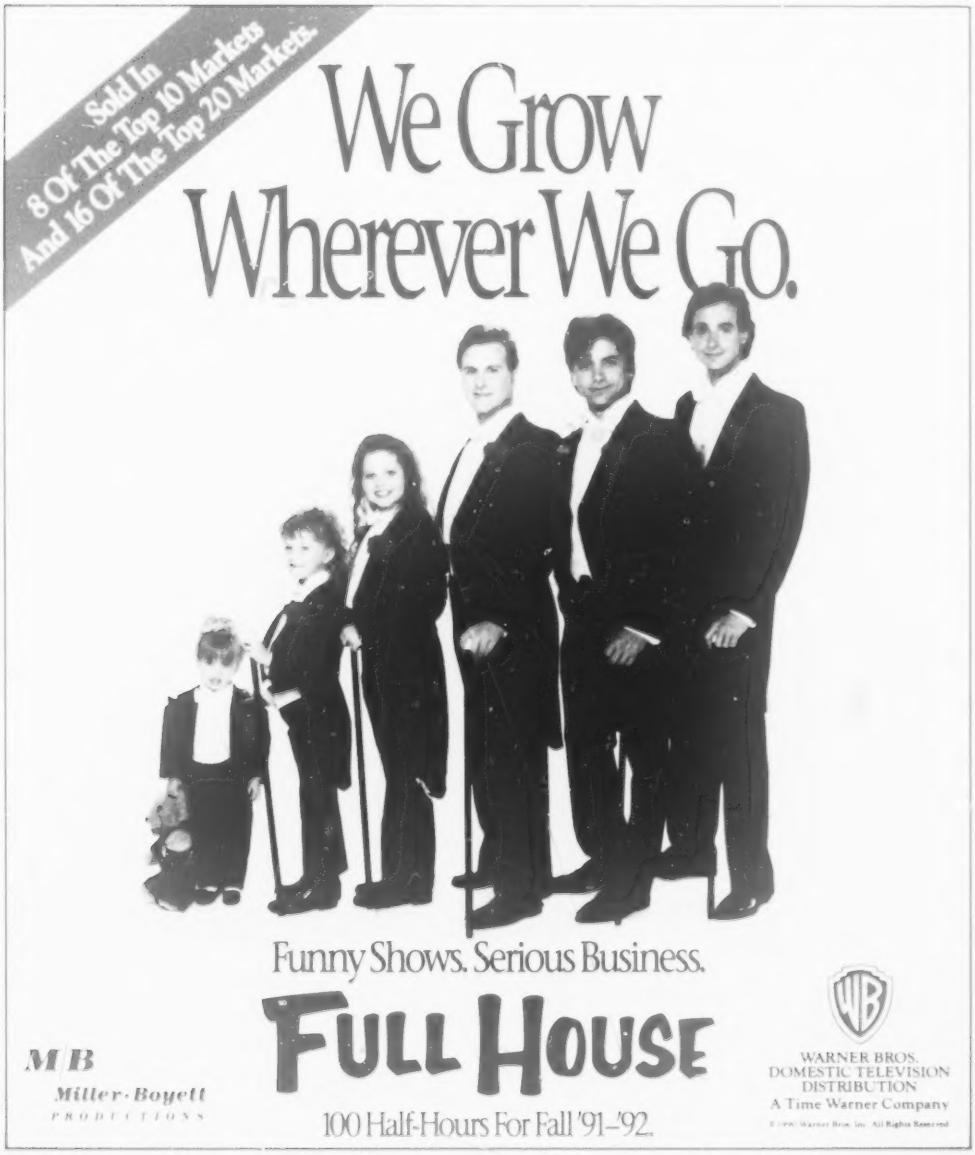
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 5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Vol. 118 No. 10

Broadcasting Mar 5

Markey says cable reregulation is needed...

House Telecommunications Subcommittee Chairman Ed Markey promises to move cable bill this year. PAGE 27. Cable's

Cable representatives listen intently as subcommittee members record their views on reregulating industry. Pictured (l-r, front): NCTA's Dan Craig, TBS's Gerry Hogan and NCTA's Pamela Turner; (in background): NCTA's Jim Mooney and Cynthia Brumfield

competitors ask FCC at Orlando, Fla., field hearing for government help in gaining access to cable programing. PAGE 29. Cable industry comments at FCC say no new cable regulations are necessary. Broadcasters, telcos and MPAA disagree. PAGE 30.

Prime time viewing off for big three...

Total prime time viewing of regular programs on ABC, CBS, NBC in February sweeps falls 8% compared to last year. NBC wins sweeps. PAGE 31.

Baseball 1990: first inning for CBS, ESPN...

New tack for baseball in Fifth Estate features more games on cable (175 on ESPN and four more teams on regional cable), fewer on network TV, and marginal losses for some local broadcasters in 1990. All told, Major League Baseball rights figure should surpass $600 million for TV and radio. PAGE 35.

32/ **KWP TOPS SYNDICATED RATINGS**
King World Productions' *Wheel of Fortune*, *Jeopardy!* and *Oprah* capture first, second and fourth place in national first-run barter syndication rankings, but ratings slip from November and year ago.

33/ **ESPN LANDS NFL DEAL**
ESPN signs four-year, 52-game deal, extending its NFL franchise until 1993.

50/ **ON ROAD TO NAB: HIGH-DEFINITION TV**
NAB rents second downtown convention center to house abundance of HDTV equipment on display in Atlanta.

54/ **CENTRAL POLLING FOR NETWORKS**
ABC, CBS, NBC and CNN form cooperative to perform exit polling operations for all of them during elections.

56/ **N.Y. RADIO AD ANALYSIS**
Joint venture between New York Market Radio Broadcasters Association and Radio Expenditures Report provides analysis of radio advertising expenditures in New York market.

58/ **TELEVISION IN EASTERN EUROPE**
USIA publishes guide to help U.S. programers and broadcasters interested in Eastern European market.

46/ **10 FALL SHOWS FOR LORIMAR**
Five comedies, drama with James Earl Jones and *Midnight Caller* spinoff are among 10 shows Lorimar has in development for networks and Fox.

Among new shows in development: 'The Danger Team' for ABC

61/ **TV STATIONS REJECT ADS FOR 900 SERVICES**
TV stations are becoming much more restrictive about what kind of 900 number ads they will air and at what time.

87/ **GETTING NATPE NOTICED**
To many industry insiders public relations firm March 5's Bob Bernstein is best known for helping turn NATPE from idea into programing force.

DEPARTMENTS

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BY THE NUMBERS 1

NBC again won the prime time race for the week ended Feb. 25. In fact, it has won 22 of this season's 23 weeks. NBC won with a 15.1/24, followed by ABC's 13.7/22 and CBS's 13.4/21.

NBC was also the easy winner in the February sweeps, beating ABC by two full rating points and CBS by two-and-a-half rating points (see "Top of the Week").

Season to date, NBC is ahead with a 14.9/25, followed by ABC (13/22) and CBS (12.3/20). In the evening news race, ABC was first again, with an 11.3/21, followed by NBC's 10.1/19 and CBS's 9.9/18.

ABC's *America's Funniest Home Videos* (host Bob Saget, pictured) had another big week. It did something no other ABC Entertainment show has done in 12 years—it beat CBS's *60 Minutes* in the Sunday 7-8 p.m. time period. Only one other entertainment program has done that, NBC's *Our House*, in 1987.

"By the Numbers" continues on page 12.

RATINGS ROUNDUP

Week 23 □ Feb. 19–Feb. 25

Rank		Rating	Network	Show
1		23.6/37	N	*Cosby Show*
1	▲	23.6/36	N	*Cheers*
3	▲	21.5/31	A	*Roseanne*
4		21.0/32	N	*A Different World*
5	▲	20.7/35	N	*Golden Girls*
6	▲	20.4/35	N	*Empty Nest*
7	▲	19.8/29	A	*Wonder Years*
8		19.4/31	A	*Funniest Home Videos*
9		18.9/31	C	*Grammy Awards*
10	▲	18.6/31	N	*L.A. Law*
11	▲	18.3/29	N	*Grand*
12	▲	17.8/27	A	*Who's the Boss?*
13		17.6/27	A	*Kennedy/Massachusetts*
14	▲	17.4/28	N	*Matlock*
14		17.4/25	C	*Murder, She Wrote*
14	▼	17.4/27	N	*Unsolved Mysteries*
17		17.2/25	N	*In Heat of Night*
18	▼	16.7/27	C	*60 Minutes*
19		16.4/25	A	*Kennedy/Massachusetts*
20		16.2/30	N	*Hunter*
21		16.1/27	N	*Super Bloopers & Jokes*
22	▲	15.9/23	N	*Sunday Movie: Family for Joe*
23	▲	15.7/23	A	*Couch*
24	▲	15.5/22	F	*Married...with Children*
25	▼	15.4/27	A	*Full House*
26	▼	15.2/22	F	*Simpsons*
27		14.8/23	C	*Wizard of Oz*
28	▼	14.7/25	N	*Amen*
28	▲	14.7/22	A	*MacGyver*
30	▼	14.6/25	C	*Knots Landing*
31		14.3/21	C	*Designing Women*
31	▲	14.3/25	A	*Family Matters*
31	▲	14.3/21	C	*Murphy Brown*
34		13.9/20	N	*Hogan Family*
34		13.9/23	N	*Midnight Caller*
34	▼	13.9/23	A	*20/20*
37		13.8/21	N	*Monday Movie: Nasty Boys*
38	▼	13.7/21	C	*Sunday Movie: Sparks*
39	▼	13.3/20	N	*Night Court*
40	▼	13.2/20	N	*ALF*
41	▼	13.1/20	A	*Growing Pains*
41	▼	13.1/22	A	*Just the 10 of Us*
43	▼	13.0/22	A	*Perfect Strangers*
44		12.8/20	A	*Sunday Movie: Challenger*
44		12.8/23	N	*Main Event*
46	▲	12.7/19	F	*America's Most Wanted*
46		12.7/19	C	*Major Dad*
48	▲	12.7/23	N	*227*
49	▲	12.5/21	A	*Thirtysomething*
50	▼	12.3/21	C	*Dallas*
51		12.2/19	C	*Newhart*
52	■	11.3/20	N	*Nasty Boys*
53	▼	11.4/17	A	*Head of the Class*
54	▲	11.2/17	C	*48 Hours*
55	▼	11.1/17	N	*Dear John*
56		10.8/19	N	*Baywatch*
57	▼	10.7/16	C	*City*
58	▼	10.6/17	A	*Father Dowling Mysteries*
59	▲	10.5/16	C	*Island Son*
60	▲	10.3/18	A	*Mystery Movie: B.L. Stryker*
61	▲	10.2/19	C	*Falcon Crest*
62		9.8/17	C	*Doctor, Doctor*
63	▼	9.6/15	N	*Quantum Leap*
64	▲	9.5/14	F	*Open House*
64	▼	9.5/15	A	*Young Riders*
66	▲	9.3/17	C	*Connie Chung*
67	▼	9.1/16	C	*Paradise*
68		8.7/15	A	*Primetime Live*
69	▼	8.5/15	C	*Brooks*
70	▲	8.3/12	F	*Alien Nation*
71	▲	8.1/14	F	*Totally Hidden Video*
72	▼	7.8/14	F	*Cops*
73	▲	7.7/13	A	*Mission: Impossible*
73	▼	7.7/13	C	*Tour of Duty*
75		7.5/12	N	*World of Disney*
76	▲	6.7/10	F	*21 Jump Street*
77	▲	5.9/10	F	*Tracey Ullman*
78	▲	5.2/8	F	*Booker*
79	▲	5.0/9	F	*Reporters*
80	▲	4.0/7	F	*Garry Shandling Show*

Guide to symbols: ▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast — —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 18

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.2	232	99
2	Jeopardy! (King World)	14.1	221	99
3	Star Trek: Next Generation (Paramount)	11.3	232	97
4	Oprah Winfrey (King World)	10.0	216	99
5	Cosby Show (Viacom)	9.7	204	98
5	Universal Pictures Debut Net (Universal)	9.7	138	95
5	Wheel of Fortune, wknd. (King World)	9.7	203	92
8	Current Affair (20th Century Fox TV)	9.5	191	96
9	Entertainment Tonight (Paramount)	8.9	176	96
10	Port Xiii—Hamburger Hill (Paramount)	7.7	164	91
11	Star Search (TPE)	7.0	161	96
12	Donahue (Multimedia)	6.6	228	99
13	Geraldo (Paramount)	6.3	199	98
14	Family Feud 2 (LBS)	5.7	139	88
15	Inside Edition (King World)	5.5	107	81
15	Mama's Family, syn. (Lorimar)	5.5	173	90
15	People's Court (Warner Bros. domestic TV)	5.5	174	89
	The following shows were rated, but not ranked			
	Wrestling Network	7.7	176	92
	World Wrestling Federation (WWF)	12.2	252	98

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CPs[2]	TOTAL*
Commercial AM	4,975	251	5,226
Commercial FM	4,259	816	5,075
Educational FM	1,422	271	1,693
* Total Radio	10,656	1,338	12,004
Commercial VHF TV	549	18	567
Commercial UHF TV	545	188	733
Educational VHF TV	123	5	128
Educational UHF TV	226	23	249
* Total TV	1,441	235	1,676
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
* Total LPTV	757	1,713	2,470
FM translators	1,809	322	2,131
VHF translators	2,717	129	2,846
UHF translators	2,195	405	2,600

CABLE†	
Total subscribers	52,500,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10.

On Sunday, Feb. 25, *Videos* (actually a repeat of the one-hour premiere) won the time period with a 19.4/31. *60 Minutes* was second with a 16.7/27.

60 Minutes has dropped more than 30% in the ratings since its Jan. 7 telecast, and the slippage has had some questioning what, if any, effect the suspension of commentator Andy Rooney has had. On Jan. 7, several weeks before the announced suspension, *60 Minutes* scored a 22.2/36.

The Cosby Show was the top-ranked show for the week, with a 23.6/37. The last two parts of ABC's *The Kennedys of Massachusetts* turned in solid ratings. Part II of the Orion-produced miniseries took first place Monday, Feb. 19, with an average 17.6/27 from 9 to 11. Part III was second the following Wednesday with an average 16.4/25, behind CBS's *Grammy Awards* telecast.

MarketScope

Market for media stocks was mixed during week ending last Wednesday (Feb. 28), although MSO stocks as group finished lower despite rebounding some early last week. Those noticeably down were Adelphia, off 15% from week ago, and ATC, off 9%. Disappointing earnings reports may have caused declines of Osborn Communications and Burnup & Sims, both of which fell 10%. Entertainment "deal" stocks were mixed, with MGM—which announced new Entertainment Business Group to negotiate company's rights agreements, joint ventures and other "transactions"—jumping 19%, while Orion Pictures was off 7%. Spelling Entertainment (SP), which still had no word on possible sale or other event, slid 9%, perhaps because of *Forbes* article doubting company's worth. Short position in SP's largest shareholder, Great American Communication Corp. (GACC), doubled to 10 times average daily trading volume. Some investors expect restructuring in advance of October "reset" (of interest rate) on GACC debt securities. TVX Broadcast Group has gained over past two weeks. Large Fox affiliate was recommended by analyst at Furman Selz. Fox parent News Corp., reached new low, closing Wednesday at 14%.

Stock Index Notes: * Exchange: A-Amex; N-NYSE; O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Feb 28	Closing Wed Feb 21	Net Change	Percent Change	P/E Ratio	Market Capitalization (millions)
BROADCASTING						
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
BROADCASTING WITH OTHER MAJOR INTERESTS						
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

STOCK INDEX 2

PROGRAMING

SERVICE

CABLE

EQUIPMENT & MANUFACTURING

tion luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

■ **April 12**—Regional cable sports panel, sponsored by *International Radio and Television Society sports division*. Mark Goodson Theater, New York. Information: (212) 867-6650.

April 13-14—12th annual Black College Radio Convention, sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 13-14—*National Association of Hispanic Journalists* job fair, during NAHJ eighth annual conference and expo. San Francisco. Information: (202) 783-6228.

April 15—Deadline for entries in awards contest for diplomatic correspondence, consumer journalism, newsletter journalism, Washington correspondence and regional reporting, sponsored by *National Press Foundation*. Information: (202) 662-7523.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 17—"Scoop or Snoop? The Press and Private Lives," one in American Forum series, sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

April 17—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—*New Jersey Broadcasters Association* semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—Digital audio production demonstration by New England Digital, sponsored by *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David [illegible], (212) 752-3322.

April 18-20—*Broadcast Financial Management Association* 30th annual conference. Hyatt Regency, San Francisco. Information: (708) 296-0200.

April 18-20—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

April 18-21—*National Broadcasting Society-Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopiccolo, (803) 777-3324.

April 18-22—*Religious Communication Congress*, "once-a-decade" international interfaith "event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 19-20—*C-SPAN* Capitol Experience seminar, "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

April 19-20—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

April 20-25—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Errata

Price for new BTS LDK 391 camcorder was listed incorrectly in Feb 26 "Road to NAB" story. Its list price **is $38,000.**

■ **April 22-25**—First national pay-per-view convention, sponsored by *Cable Television Administration and Marketing Society*. Theme: "Creating the Reality." Hilton, Walt Disney World Village, Orlando, Fla. Information: (703) 549-4200.

April 24—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, featuring BCT/E testing. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

April 24-25—*Ohio Association of Broadcasters* spring convention. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

April 25—*International Radio and Television Society* newsmaker luncheon. Panelists: Paul Tagliabue, commissioner, National Football League; Francis Vincent Jr., commissioner, Major League Baseball; David Stern, commissioner, National Basketball Association. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 26—"Program Promotion: How Are We Doing at Promoting Ourselves?" sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. Warner auditorium, Rockefeller Center, New York.

April 27-28—*Nebraska AP Broadcasters Association* convention, including annual awards dinner. Interstate Holiday Inn, Grand Island, Neb. Information: (402) 341-4963.

April 27-29—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Information: Jean Kiddoo, (202) 944-4834.

May

■ **May 1**—Deadline for entries in fifth annual "Service to Children Television Awards," sponsored by *National Association of Broadcasters*. Information: (202) 429-5350.

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 8—*Society of Cable Television Engineers, Chattahoochee chapter*, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

■ **May 11**—Deadline for comments to *National Telecommunications and Information Administration* on the globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

May 13-15—*New Jersey Broadcasters Association* 44th annual convention. Bally's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the '90s." Capital Hilton, Washington.

May 19—Presentation of 42nd annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

The Fifth Estate

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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Baseball's 'course correction'

Network exclusivity, more national and local cable, greater media revenues

Motivated by consistently weak ratings for ABC's *Monday Night Baseball*, and by the presence of some 400 unauthorized national telecasts of games via cable television superstations, Major League Baseball has made what its broadcasting director Bryan Burns described a year ago as "a major course correction" for the league's TV exposure. "The public spoke," in the form of low ratings, on the subject of *Monday Night Baseball*, said Burns; it had not worked financially.

And the teams spoke also, said Burns, telling the league to reduce its national network schedules so each club could sell more games to local TV outlets, which now include more regional cable sports services than ever before—all but four clubs will be seen on local cable this year.

Consequently, the league's new contracts—concurrent 1990-93 deals with CBS at $1.1 billion and ESPN at $400 million—by design, gave a total of 24 network games back to the teams for their local over-the-air or regional cable schedules and, at the same time, added 175 league-authorized games to the national basic cable schedule.

Not everyone is happy with those shifts. A group of local over-the-air rightsholders and the Association of Independent Television Stations last fall demanded, to no result, that the league rewrite its

ESPN contract, protesting that ESPN's Wednesday night exclusivity essentially took games away from deals already made on the local level (BROADCASTING, Sept. 18, 1989).

It appears, however, that the local broadcasters have not moved to fill the 11 Saturday afternoons or other windows vacated by the broadcast networks. According to data gathered by BROADCASTING, local over-the-air telecasts of all 26 teams will drop by 14 games, from 1,653 in 1989 to 1,639 in 1990 (see chart).

The drop can be attributed mainly to reduced schedules at several of the superstations. The White Sox local exposure dropped from 67 to 45 games in its move from WFLD-TV Chicago to superstation WGN-TV there, which also reduced its Cubs schedule by seven games to 145. Braves rightsholder WTBS(TV) Atlanta cut its schedule from 120 to 109 games.

Non-superstation rightsholders also varied. WDIV(TV) Detroit cut its Tigers schedule from 52 to 38 games. But KPLR-TV St. Louis added 16 games (up to 76) to its local broadcast-exclusive Cardinal's schedule, and with two over-the-air outlets, the Oakland A's will appear at least six more times on Bay Area TV than they did in 1989.

Although most stations hold long-term contracts and said they will air the same number of games as last year, they also

Starting lineup. A new cast of announcers will call the Major League Baseball game of the week, on CBS for the first time since 1964: (l-r) play-by-play/analyst team Brent Musburger and Tim McCarver; pre-game anchor, Greg Gumbel, and the other analyst/play-by-play pair, Jim Kaat and Jack Buck.

Local rightsholders' playing field

AMERICAN LEAGUE EAST

Team	TV originator number of games*	Radio originator	Regional Cable number of games
Baltimore Orioles	WMAR 45	WBAL	Home Team Sports 85
Boston Red Sox	WSBK 75	WRKO	New England Sports Network 82
Cleveland Indians	WUAB 60	WWWE	SportsChannel 45
Detroit Tigers	WDIV 38	WJR	Pro Am Sports System 70
Milwaukee Brewers	WCGV 60	WTMJ	none
New York Yankees	WPIX 75	WABC	MSG Network 75
Toronto Blue Jays	CTV 50	CJCL	The Sports Network 60

AMERICAN LEAGUE WEST

California Angels	KTLA 52	KMPC	SportsChannel 35
Chicago White Sox	WGN 45	WMAQ	SportsChannel 114
Kansas City Royals	WDAF 50	WIBW	none
Minnesota Twins	WCCO 33 KITN 27	WCCO	Midwest Sports Channel 64
Oakland A's	KPIX 32 KICU 30	KSFO	SportsChannel 50
Seattle Mariners	KSTW 60	KIRO	none
Texas Rangers	KTVT 73	WBAP	Home Sports Entertainment 55

NATIONAL LEAGUE EAST

Team	TV originator number of games*	Radio originator	Regional Cable number of games
Chicago Cubs	WGN 145	WGN	none
Montreal Expos	CTV 30 Radio Canada 36 CFCF 10	CJAD	The Sports Network 25
New York Mets	WWOR 75	WFAN	SportsChannel 75
Philadelphia Phillies	WTXF 85	WCAU	Prism 40 SportsChannel 25
Pittsburgh Pirates	KDKA 48	KDKA	KBL Entertainment Network 57
St. Louis Cardinals	KPLR 76	KMOX	none

NATIONAL LEAGUE WEST

Atlanta Braves	WTBS 109	WSB	Prime Southeast undetermined
Cincinnati Reds	WLWT 47	WLW	SportsChannel 25
Houston Astros	KTXH 72	KTRH	Home Sports Entertainment 50
Los Angeles Dodgers	KTTV 46	KABC	SportsChannel 35
San Diego Padres	KISU 51	KFMB	Cox Cable 50
San Francisco Giants	KTVU 50	KNBR	SportsChannel 55
1990 total games:	**1,639**		**1,137**
1989 total games:	**1,653**		**1,061**

*Does not include exhibition game telecasts. Radio flagships all carry entire 162-game schedule.

reported increased difficulty putting together 1990 schedules, as they worked around Wednesday nights. In the words of Robert DeBiassio, Cleveland Indians broadcast director, "to appease" the broadcast stations, many teams even added more home games to the over-the-air schedules—a tactic still considered by most teams a threat to attendance.

And, while local broadcast schedules essentially held their ground, the launches of new cable channels in Cincinnati, Philadelphia, Oakland and San Francisco mean that regional cable schedules are gaining fast, rising from 820 in 1985 to 1,031 in 1988 and 1,061 in 1989, and with the creation of four new regional cable contracts since last year, local cable schedules will increase by 76 games, to 1,137, in 1990.

Rights revenue: win-win (national-local) for MLB

The "course correction" will bring immediate financial results to the league. Barring a prolonged lockout or players strike in 1990, MLB will surpass $600 million in national and local radio and television rights fees.

Assuming that, in 1990, CBS pays the $250 million, ESPN the $100 million and CBS the $12.5 million average annual fees over the courses of their new four-year contracts, national rights will tally $362.5 million. Local rights will likely hit the $250 million mark. The rise in total league revenue of approximately $134 million to $612.5 million, or 28% of last season's $478 million total, is higher than last year's 18% increase, and higher than the average 15.4% average annual increases between 1984 and 1989, but modest in contrast to tripled and doubled TV income recently achieved by professional basketball and college football.

For rights to [illegible] ar season and all post-season b[illegible]es, CBS, which in December 1988 [illegible] a four-year, $1.06 billion deal with the league, will pay an average $250 million each season, although such long-term contracts have traditionally included graduated payments each season, often with a balloon payment in the final season. In 1989 (the balloon year of their contracts), NBC and ABC combined to pay $240 million.

ESPN's concurrent 1990-93 contract will bring the league approximately $100 million each season. ESPN gained rights to 175 games and Wednesday prime time exclusivity over all but regional cable schedules. Both CBS and ESPN have projected they will break even or make money over the course of their contracts.

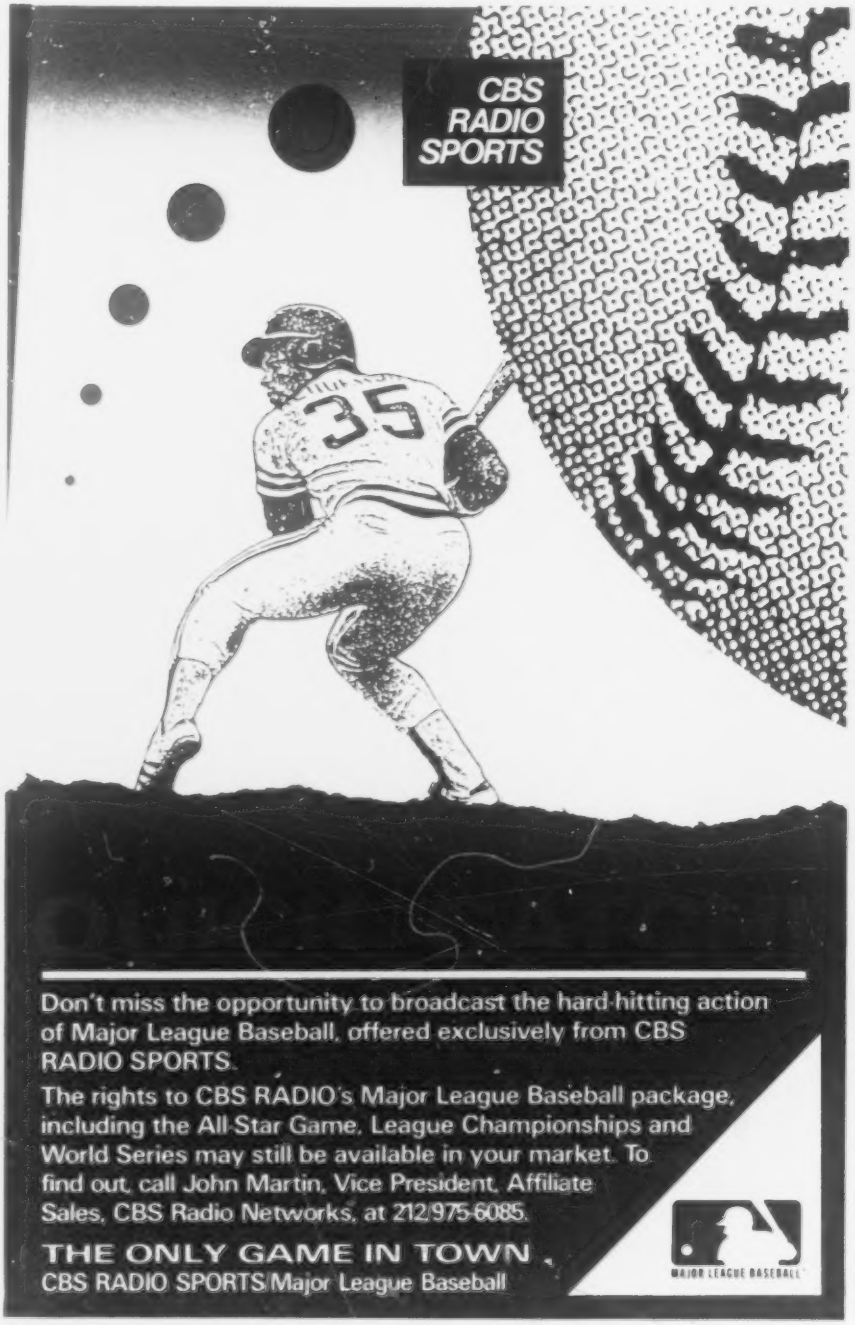
MLB has often noted that, via superstations carrying the Mets, Cubs, Braves, Angels and Red Sox, cable was already carrying about 400 games. And even with new agreements with the superstation teams that bring some remuneration to the league, MLB has not, until the ESPN deal, controlled national cable rights or exposure.

On the local front, the 26 teams should, together, take in about $250 million from radio and over-the-air and cable TV combined. Although the majority of existing local contracts did not change between 1989 and 1990, the introduction of new cable sports contracts in San Francisco, Oakland, Cleveland and Cincinnati (assuming a $1.5 million average annual rights fee—on the low side, according to a variety of sources) would raise the national local rights total from $232 million in 1989 (according to the league) to at least $238 million.

Add to that new or renegotiated over-the-air TV deals in St. Louis, Arlington, Tex., and Chicago (White Sox) and new radio deals in Atlanta, Boston, Seattle and Toronto (assuming average increases of $1 million) and the figure rises another $7 million to $245 million. Renegotiated cable deals by the Angels, Rangers, Expos, Phillies, Pirates, Padres and Blue Jays almost certainly push the figure to $250 million—an $18 million, or 7%, increase over 1989.

Although by last week, opening day remained threatened by the league's labor dispute, Jay Rosenstein, CBS vice president of sports programing, confirmed that the network does not pay the bulk of its rights fee until the post season. Any games not played in 1990, he said, could be picked up in the following season schedule.

Some of the broadcast TV and radio outlets, however, do not look forward to the possibility of a delay. Joe Skladany, WCCO(AM) Minneapolis sports coordinator, who was in Tampa last week observing damage to businesses in Florida that depend on the surge of business from the annual six



ESPN Sunday Night Baseball commentators Jon Miller (play-by-play, left) and Joe Morgan (analyst).

weeks of spring training, noted that soon WCCO and its affiliate stations will be feeling the same pinch. "Everybody gets killed on April 1. We'll lose a lot. I haven't figured out how much per game, but we'll lose a lot of money," he said.

CBS and ESPN: also win-win

When it made its new baseball deal, CBS was attacked by NBC for allegedly overbidding, and public outcry last year over the prospect of 28 fewer regular season games on national TV led the league and CBS to change the national broadcast schedule from 12 to 16 games.

However, although CBS has gained many fewer regular season games for essentially the same amount NBC and ABC paid in 1989, CBS has also gained, for the next four years, exclusive coverage of the entire schedule of up to 21 post-season games (two playoff series and the World Series had been rotated annually between ABC and NBC).

By dropping much of a marginally profitable regular season and winning the entire post season—which in the past has constituted only one-third of the schedule but two-thirds of the revenue—CBS hopes to avoid a year such as 1989, when both NBC and ABC failed to make a direct profit from their schedules. On CBS, the post season's share has been raised from one-third to more than one-half of the schedule, depending on how long the best-of-seven playoff series run.

CBS's willingness to pay well for post-season exclusivity was a key to their winning bid. "Our strategy, our focus on the prime time values of the post season," said Rosenstein, noting that the World Series has proved itself tough to counterprogram in the fall, "coincided with Major League Baseball's desire to give more back to the local schedules." NBC and ABC, he said, have demonstrated that they also value exclusivity in the record rights they will pay, respectively, to the National Basketball Association and College Football Association (BROADCASTING, Nov. 13, 1989, and Jan. 22).

One reason CBS proposed fewer regular season games was its already crowded spring and summer schedules. CBS enters its first of four years covering baseball in the middle of what it is calling a "Dream Season" of sports programing, an unprecedented year and one not likely to be matched again, including Super Bowl XXIV, the NBA, the National Collegiate Athletic Association basketball tournament, U.S. Open Tennis, and college and professional football next fall.

ESPN's baseball package, said Steven Bornstein, ESPN executive vice president of programing and production, "is a huge acquisition for us," reminiscent of its first National Football League "Wonder Bread years and a feeling that we have arrived."

In 1990, the 175-game ESPN schedule will assure every club two appearances and will comprise six prime time telecasts each week (spread across four nights) from April 2 through Sept. 3. Featured are a Sunday night schedule of 24 games originating from a different ball park each week, more single games on Wednesday nights and doubleheaders on Tuesday and Friday nights. Also planned are holiday specials including a tripleheader on Memorial Day (Monday, May 28), a doubleheader on the Fourth of July and up to three games on Labor Day (Monday, Sept. 3).

Even ESPN's 211-game college basketball schedule "pales in comparison, concerning logistics and manpower," said Bornstein, noting ESPN's plans to regularly feature cuts to other games in progress. And calling itself "the daily electronic voice of Major League Baseball," ESPN has created a daily MLB news show, *Baseball Tonight*.

"We're looking pretty good" in ad sales, said Bornstein. "Demand has been strong, but we have a huge inventory to sell, and it's a little early to project results." –PDL

CBS Radio: Saturdays, Sundays and holidays too

CBS Radio remains Major League Baseball's sole network rightsholder this season, thanks to a 1990-93 contract valued at $50 million over four years, or $12.5 million per season—a nearly two-fold increase in rights over its previous agreement (BROADCASTING, March 13, 1989). With the increased rights fee comes a substantial expansion of the *Game of the Week* schedule that CBS Radio Sports established in 1985.

In addition to the 26 Saturdays when CBS will offer two games to cover local blackout limitations for its affiliates, it will launch a new series of 20 Sunday night games and will present four holiday specials: Opening Day, Memorial Day, Independence Day and Labor Day.

The expanded schedule has also required the network to expand its stable of announcers. Although John Rooney and Jerry C[illegible]man are confirmed to announce the Sunday night games, CBS had not by press time filled its rotating roster for Saturdays.

As it has since 1976, the network will present exclusive coverage of the All-Star Game, League Championship Series and World Series, but this year, in the event of down-to-the-wire finishes, it will also have the option of covering pennant race and division tie-breaking games. Longtime CBS sports anchor and announcer Brent Musburger will, when he is not calling games for CBS-TV, host a weekly baseball talk show on CBS Radio.

Local baseball landscape: crowded and competitive

Following the creation of Major League Baseball's new four-year contracts with CBS and ESPN, local rightsholders have had to make a few adjustments to a changed—and changing—landscape. Although a thinner broadcast network schedule theoretically opened 24 additional windows for the local rightsholders, a four-nights-a-week ESPN schedule—including Wednesday night exclusivity—coupled in some markets with the introduction of regional cable channels, has made the field more crowded and scheduling more difficult. Overall, local broadcasters will hold their ground in the number of games they air, and regional cable services will telecast marginally more games (see story, page 35).

And as the league grows more sophisticated in making its network deals, so do the teams, a handful of which have taken radio—and in one case television—ad sales in-house and out of their flagship stations' hands.

The introduction of ESPN exclusivity on Wednesday nights has, by most accounts, not forced local broadcasters to cut their schedules, but it has made scheduling more difficult.

In Cleveland, for example, Indians broadcasting director Robert DiBiassio said that "the ESPN deal cutting down schedule options has led directly to more home games, the most ever" with the addition of about 10, bringing the WUAB(TV) schedule to 41 road and 19 home games. The station, he said, turned down West Coast away games that would start at 10:30 p.m. ET and cut into its late news. That left SportsChannel Ohio with an unusually high number of away games: 25 out of a schedule of 45. "I don't think it's a major problem," DiBiassio said of the threat of 19 over-the-air games to Indians attendance. "If your product is good, people will come." And, he added, "You have to appease your over-the-air guys."

Jim Evers, station manager of KICU-TV San Jose, Calif., said that putting together its 30-game Athletics schedule "was a lot harder this year, with two over-the-air outlets [KICU and KPIX(TV)] and cable," in the form of brand new SportsChannel Bay Area, "vying for pieces of the [scheduling]

ized their specialty is baseball. I'm not aware of any trend." Echoing that sentiment, WPIX(TV) Vice President Martin Appel said, "There was a time when the Yankees held the rights, but the team saw that stations were in the business of selling ads. It's a big job. I think that logic still holds."

According to David Rubenstein, Oakland A's broadcasting director, the decision to retain rights is "a function of the philosophy of the owner...whether they want to hire people to do it, or take guaranteed money" in the form of a rights payment. The A's do not foresee taking TV ad sales in-house, he said, noting that "TV is overnight ratings" and, therefore, not apt to benefit in a way directly analogous to monthly Arbitron radio books.

When the Royals made the current deal with WIBW, said Fromme, "they decided they'd rather have a bird in the hand—'We'll just take our rights fee and be happy.' "

Nevertheless, more AM radio stations may find themselves entering air-time sale or barter agreements if they wish to hold onto their teams, and some may have to pay not for ad time within games but rather for points in Arbitron. How far the practice spreads among teams may depend on whom they hire. Fromme conceded that, if his station were to find a new rights deal for the Royals in 1991 too expensive, "then I might go to the Royals with a proposal to do exactly what San Diego did."

–PDL

Major League Baseball team by team

Baltimore Orioles

The Orioles and WMAR-TV Baltimore, entering the final year of a three-year rights agreement, have begun negotiations on a new deal. And despite rumors that the market's other two network affiliates are interested in the rights, Howard Zelden, WMAR-TV vice president, sales and marketing, said he is sanguine that his station will conclude a new deal for last season's second-place AL finishers for 1991 and beyond within two or three months. Executives of the other two stations—WBAL-TV and WJZ-TV—declined to comment on the reports.

Upfront selling for the 45 TV broadcasts has been "terrific," said Zelden. The uncertainty caused by the lockout has yet to discourage advertisers, he said. Joining veteran Bird advertisers such as McDonald's and Jiffy Lube, he said, are newcomers including area Ford, Chevrolet and Oldsmobile dealers, Faust Homes and Pizza Hut.

Under a long-term rights contract, Group W's Home Team Sports, which now serves some 1.5 million cable homes, is scheduled to televise 85 regular season games (66 home, 19 away) and five preseason games starting March 12. Sales have been "fabulous," said Jeff Wagner, HTS general sales manager. Miller Brewing, which stepped in as a "dominant" network advertiser last fall, will take a major position in the Orioles telecasts. Other major advertisers: Hardees, Texaco, Subaru, Washington Post, All-Star Automotive Group, Kodak, Giant Food and Safeway.

The Orioles' on-field success "made it easier" to sell radio time this year, said Jeff Beauchamp, vice president-station manager, WBAL(AM) Baltimore, rights-holder and flagship of a 40-station network. "Interest has been high." Anheuser-Busch abandoned Orioles radio last year, leaving WBAL without a beer advertiser. But that has been corrected, Beauchamp said, with Miller Brewing on board for 1990. Other new advertisers include Sears and U.S. Air. Returning are Amoco and area Jeep/Eagle and Honda dealers, Resorts International, Esskay meats and Loyola Federal. In the last year of a three-year rights deal, Beauchamp said WBAL will likely begin negotiations with the Orioles on a new deal within the next month or so. Although the franchise has made no indication of wanting to retain the rights and produce the games itself, he said, it has talked about some sort of "hybrid" arrangements.

Boston Red Sox

WSBK-TV Boston, entering the fifth year of a five-year contract, has just renewed its agreement with the Red Sox for an additional five years. The station will carry 75 regular season and five preseason games. Last year's broadcasts generated household ratings of 10/11, according to Stuart Tauber, the station's assistant general manager. About half the ad inventory for the upcoming season is sold out, he said, including deals with Delta, Dodge, and New England Ford dealers. A network of New England stations will recieve 32-55 of the games.

New England Sports Network, a cable company partly owned by the Red Sox, will air 82 regular season games this season, and 15 spring training games. John Claiborne, vice president and general manager for the network, said the system's subscriber base is up to 310,000 this year, and he expects inventory to be sold out by the start of the season. Sponsors lined up so far include Budweiser, New England Chevrolet, New England Nissan, Polaroid, Texaco, Store 24 and Century 21. Included among the promotional tie-ins with advertisers will be a Budweiser-sponsored major league scoreboard read twice per game.

Radio coverage for the Red Sox this year will be handled by WRKO(AM) Boston in the first year of a four-year contract. The station will originate all 162 regular season games and 20 preseason games to a network of 65 stations in 60 markets, covering all of New England. A station spokesperson said sales are going well, with Anheuser-Busch among those onboard.

Cleveland Indians

This is the second year of WUAB-TV's Lorain, Ohio, three-year contract for Cleveland Indians games. The station will air 60 games (19 home and 41 away) and has sold better than 50% of its advertising inventory. Major sponsors include Anheuser-Busch, Allstate, Quaker State, Northeast Ohio Ford Dealers and the Ohio Lottery, reported general sales manager Joe Occhionero. Program director Ron St. Charles said WUAB-TV averaged a 9 rating/16 share for last year's baseball coverage, down from the previous year, which he attributes to the performance of the team.

WWWE(AM) Cleveland is the flagship for a 30-station network and will broadcast 162 Indian regular season games, along with 16 spring training games. The station also plans a 25-minute pre-game show, *Countdown to Baseball*, and a 15-minute post-game show, *Final Edition*. According to Tom Campbell, the station has sold about 85% of its network inventory and 70% of local avails. Anheuser-Busch is a leading advertiser. Campbell said the figures are off because of the lockout.

SportsChannel Ohio is carrying 45 Indian games this year and next, according to Mike Dolan, marketing and public relations manager. He said SportsChannel is available to 600,000 subscribers and had planned to carry preseason games, but, because of the lockout, "it doesn't look good." Last year, SportsChannel signed an end-of-the-season deal with the Indians to carry 11 games.

Detroit Tigers

WDIV(TV) Detroit will present seven home games, 38 away and five preseason games this season, as the station enters the second year of a three-year contract. Ad inventory is about 70% sold out, said

Hal Wheck, general sales manager. Advertisers include Anheuser-Busch, Ford Dealers, Taco Bell, Kroger Supermarkets, Blue Cross, General Electric, Unocal, ABC Warehouse, Southwest Airlines, Michigan Bell and Michigan State Lottery. Bernie Smilovitz will host 40 half-hour pregame shows.

Ann Arbor-based Pro Am Sports Systems will provide 15 away, 55 home and one preseason game via cable. Mostly due to the strike, only about one-third of the ad inventory has been sold so far, according to Bill Wischman, general manager, including deals with Chevy, Stroh's, U.S. Sprint, GMAC, General Electric, Cellular One, Builder's Square and Budget Rent-a-Car. The service will provide a full lineup of Tigers-oriented programing, including a feature on former Tiger players called *Tigers at Heart* (the date for the lineup has not yet been announced). The subscriber base is 625,000, said Wischman.

Tigers radio coverage this season will be handled by WJR(AM) Detroit, now in the fourth year of a five-year contract. The station will carry 182 games, including 20 preseason matches. The station is the flagship for a network of 47 stations in Michigan, and one in Florida. The station did not disclose advertising information.

Milwaukee Brewers

WCGV-TV Milwaukee is in the second year of a three-year contract to broadcast Milwaukee Brewers games. The station, which retains all broadcast TV rights, has lined up four affiliates for a regional network. WCGV-TV will air eight pre- and 60 regular season games, all away, according to General Manager Bob Furlong. No pre- or post-game shows are planned. Major advertisers include Miller, Hardees and Chrysler Plymouth and inventory is about 70% sold. A baseball strike "would affect us financially," said Furlong, and would have an impact on ratings. "We make money from our sports." Should a strike take place, the Fox affiliate would schedule regular programing in its stead.

The Brewers retain radio rights and have a network of approximately 63 stations in 49 markets, according to William Haig, vice president, broadcast operations, Milwaukee Brewers Radio. WTMJ(AM) Milwaukee is the flagship for the broadcasts of 162 regular season and 18 pre-season games.

New York Yankees

WPIX(TV) New York Vice President Martin Appel does not believe that 1990, the 40th season of Yankees baseball on WPIX, will prove to be the last. Officially, the station lost the rights a year ago, when Madison Square Garden Network won New York region TV exclusivity from the team, 1991 through 2000. Nevertheless, Appel said that negotiations to buy some of MSG's future schedules are "going slowly. Sure, we're hopeful. The whole nation is watching," he said of the only market in which cable will have the first, and potentially only, pick of 150 games—at a cost of at least $36.6 million per season, according to MSG parent Paramount Pictures Corp. financial statements.

In the meantime, WPIX, flagship for an eight-station network in New York, Pennsylvania, Connecticut and Florida, will continue its barter arrangement with the team, through which a revenue sharing plan kicks in after "certain guarantees" to the station are met. Like last year, WPIX will air three exhibition and 75 regular season games, with Anheuser-Busch onboard as a principal advertiser. The 40th season is also announcer Phil Rizzuto's 50th with the Yankees (he was a player for 16 years) and 34th calling their games. He and the late Yankee player and coach Billy Martin will each be the subject of half-hour specials on WPIX this season.

MSG—which spokesman Paul Schneider said has negotiated long-term agreements with all its affiliates—plans to reach a total 3.5 million subscribers (about 90% basic cable) with 75 regular season and three exhibition game telecasts this year. MSG will precede each with the half-hour *Yankees Scorecard*, an ACE Award nominee in its first year, 1989, and follow each with a 15-minute post-game show. Former NBC announcer Tony Kubek has joined MSG. Miller beer is on board for a "raftload of promotions throughout the season," said Schneider; other advertisers include Jeep Eagle, Coca-Cola, GE, The Wiz (electronics stores), New York Lotto, Met Life, Mastercard and Hertz.

Entering the fourth season of its current 10-year contract, WABC(AM) New York has sold product exclusivity to Budweiser, Nissan, Marine Midland bank and The Wiz for a 15 exhibition game and complete regular season schedule. Last year, said Fred Weinhaus, station president and general manager, WABC(AM) created a department dedicated to Yankees ad sales and raised its revenue "by about a million dollars. Barring prolonged problems with the [league-labor] negotiations, we expect to improve again by close to a million." The station is aiming to sell exclusivity to a domestic auto company as well. The advertisers, he said, "seem to think there's a value in it."

Toronto Blue Jays

The Sports Network (TSN), which has held the cable rights for the Blue Jays for the last two years, is currently working on a new contract. The network, according to programing executive Rick Brace, would likely run 60 regular season games and four preseason games. TSN recently made the move from pay to basic cable, giving it a total of 5.2 million subscribers. RDS, a subsidiary of TSN, handles the French broadcasts and has about 1.6 million subscribers. Major sponsors include Labatts, Esso and Coca-Cola.

TV Labatt, a division of Labatt Brewing Co., 45% owner of the Blue Jays, holds the TV rights for the team and is in the last year of a six-year contract with CTV Television Network. CTV will air 50 regular season games.

Telemedia Broadcasting Systems (TBS) enters the first year of a three-year radio rights contract with the team. The flagship station is CJCL(AM) Toronto and feeds a network of more than 50 affiliates. National advertisers include Labatts, General Motors, Zenith and Miracle Food Mart.

California Angels

Cable television rights to the California Angels are held by SportsChannel Los Angeles, which, as the former Z Channel, was purchased by Rainbow Enterprises just over a year ago in a joint investment with NBC. SportsChannel will carry 35 Angels home games, the exact number it plans to carry for the crosstown rival Dodgers this season. The club sold the rights to SportsChannel in a deal that expires in 1994, according to Tom Seeberg, vice president, public relations and broadcasting, California Angels. SportsChannel handles all advertising sales.

Television broadcast rights are held by independent station KTLA-TV Los Angeles, which is in the third year of a five-year deal with the Angels. KTLA-TV will air 52 road games and five home games this season, and plans call for a half-hour pre-game show before each game. There is no regional on-air network of stations.

KMPC(AM) Los Angeles holds the broadcasting rights to the entire 162-game schedule, which is coincidentally owned by Angels club owner Gene Autrey (under subsidiary Golden West Broadcasting Co.). Seeberg says that more than 90% of the stations' advertising inventory has been sold, and includes Texaco and Anheuser-Busch as major sponsors. KMPC(AM) serves as the flagship station to the California Angels Radio Network, listing 22 stations in Southern and Central California, in addition to stations in Arizona, Hawaii and Nevada, and carriage by XPRS(AM) Tijuana, Mexico.

Chicago White Sox

WGN-TV Chicago is the new television rightsholder of the White Sox, taking over for WFLD(TV) Chicago in a new multi-year contract. WGN-TV, which also carries Chicago Cubs games, will carry 45 regu-

lar season and three preseason White Sox games. Jake Fendley, the station's director of sports sales, said ad sales are coming along "remarkably well, considering where they are coming from." Based on WGN-TV's lead-in programing from 6 p.m. to 7 p.m., *Night Court* and *Cheers*, the station is projecting a 7 rating. Major sponsors signed include Miller, Dodge, Hyundai, Coca-Cola and McDonald's. Although many of the advertisers are different from those WGN-TV has signed for the Cubs in the same category (Coke with the White Sox, Pepsi with the Cubs, for instance), Fendley said some advertisers will be in both schedules. The White Sox games will be carried at night and on weekends, while the Cubs games will be aired primarily in the afternoon.

WMAQ(AM) will carry all regular season and 15 preseason games this year, and will likely do a 10-minute pre-game and 15-minute post-game show. Rick Starr, vice president and general manager, said the station has signed Sherwin Williams, Illinois Bell, Illinois Lottery, Miller Beer and Chevrolet, but added that many advertisers are sitting on the fence, waiting for resolution of the labor dispute. The longer it goes on, he fears, the greater likelihood that some may put their baseball dollars elsewhere. The White Sox will be heard in a 30-station lineup in four states—Illinois, Indiana, Iowa and Florida. WTAQ(AM) will carry 40 games in Spanish.

SportsChannel Chicago will be increasing the number of games it will carry this year from 94 to at least 114 regular season games and one exhibition game. Like WGN-TV, SportsChannel benefited from the renegotiation of the WFLD-TV contract, in which both WGN-TV and SportsChannel picked up more games. The service will again carry *Sox '90 Weekly*, with manager Jeff Torborg, Mondays at 6:30 p.m. Sponsors signed include Chrysler, Toyota and Anheuser-Busch. SportsChannel serves 1.6 million subscribers.

Kansas City Royals

WIBW(AM), Topeka, Kan., has invested about $1 million in satellite equipment to stretch its Royals Radio Network to 135 stations in 12 states. The result is that in addition to about 25,000 listeners in Kansas City, the 27th ranked market, the full season schedule reaches another quarter million listeners. But according to network general manager Robert Fromme, the station is having "more trouble [selling ads] this year than we've ever had," since WIBW became the rights-holder in 1975. That trouble appears to spread throughout the Midwest, he said, and has not been explained by either the league's labor dispute nor lack of interest in the team, whose ticket sales are "far ahead of last year." In any case, the station has sold about 85% of its inventory—"you like to be at 95%," he said—offering product exclusive deals to Anheuser-Busch, Ford, Amoco, Guy's potato chips and Crown Center hotels.

WDAF-TV Kansas City will carry two preseason and 50 regular season Royals games in its third of five years as the team's television flagship. The 18-station network, which covers Kansas, Missouri, Nebraska, Iowa, Oklahoma, Arkansas and Colorado, will carry no regular pre- or post-game shows, but, as it did last year, WDAF-TV will produce a dozen or so half-hour specials on the team. Having earned in 1989 a ratings/share of 16/31 in Arbitron—number one in the nation—and 17/32 in Nielsen—number two—the station is right on track to sell 80% of its inventory "by the first pitch," said Cheryl McDonald, general sales manager. Miller, Honda and Ford are onboard with season-long product exclusivity, and other advertisers include Phillips 66, All-State, Quaker State, Midas, Tru Value and Pizza Hut.

Minnesota Twins

The Minnesota Twins enter the second year of a five-year deal with Midwest Communications, owner of WCCO-AM-TV Minneapolis, and distributor of radio and broadcast and cable TV service to the Twin Cities area and the five states bordering Minnesota.

Midwest again will televise 124 Twins games in some fashion. On cable, the year-old Midwest Sports Channel will carry 64 games. Of that number, 41 will be home games that will be offered to cable subscribers within the Twin Cities area on a pay-per-view basis and the other 23 will be part of the basic service carrying all the schedule outside the Twin Cities. The Twins games on cable reach about 200,000 total subscribers, according to Midwest Sports Channel's general manager, Brian Cuttor.

On the broadcast TV side, CBS affiliate WCCO-TV—set to air 33 games—will continue to share Twins coverage with independent KITN(TV) Minneapolis, which bought rights to 27 games from WCCO-TV. A four-station regional network reaching Iowa, South Dakota and North Dakota will carry the Twins on nights that the games are carried by either station. It is expected that a Duluth, Minn., station will also sign on to carry the games. The games will also be available over Midwest-owned stations in Alexandria and Walker, both Minnesota.

During last year's May sweeps, according to Nielsen, Twins games on WCCO-TV had an average 18 rating/32 share. "WCCO telecasts of the Twins had the highest prime time ratings of any baseball broadcasts in the top 25 markets," said Bob McGann, station manager. He did not have an exact figure, but said ad sales have gone well. Anheuser-Busch, Hardware Hank, Carquest, Farmers Insurance, Sherwin Williams, John Deere, Marquette Bank, Amoco, Dodge, the Department of Housing and Urban Development, and Northgate Computer Systems are the major sponsors.

Only about 40% of the time has been sold on the cable service, which Cuttor says is still in a startup phase. Among those that have signed so far are Anheuser-Busch, Honeywell and Carrier Air Conditioning. If there is a delay in the start of the season due to the current impasse between the players and management, it will probably not have a grave impact on the Midwest Sports Channel. "It may have a favorable impact. We're just a startup. I'm in a situation where my expenses are more than my revenues. So when I don't have to do Twins games, I'm probably going to save money," Cuttor said.

The radio outlet, WCCO(AM), is presenting half-hour pre- and post-game shows. An 80-station network has been established over the five-state area. The station began selling time for the 1990 season last July and as a result has sold 91% of its inventory. Anheuser-Busch and Amoco are among the largest sponsors.

Oakland Athletics

A total of 112 World Champion Oakland A's games will be available on TV in the Bay Area this year, thanks to an unusual situation wherein two broadcast stations and a new regional pay cable sports service hold rights to three separate regular season schedules.

Next month SportsChannel Bay Area will launch a new service in the area on the strength of both the A's and San Francisco Giants, opposites in last year's World Series. The contract—at least five years in length—calls for 50 Oakland games this year, 55 in the next two years and "some years at 60," said Tom Chestnut. Both the A's and Giants schedules will include 10 away games. Despite speculation that SportsChannel could deliver the games through widely distributed competitor Pacific Sports Network, Chestnut said, "At this time we are proceeding as the stand-alone service that we are and do not foresee a change from" plans to create a pay service within the Bay Area ADI and a basic service for distribution in adjacent regions. Subscriber projections will be released around the April launch. In SportsChannel's six other markets, its parent Rainbow Programing's marketing arm handles ad sales, but in Oakland will subcontract a local rep, offering inventory in both schedules.

"It's very comfortable to be able to sell back-to-back pennants," said Alan Clack, account executive for KPIX(TV) San Francisco, which has carried the team since 1983. Sales of the CBS affiliate's 32-game A's schedule—which earned an average 8.4-20 average rating-share in 1989—can be complemented by spots within 17 regular season network games, including four A's games, as well as three San Francisco Giants games, the All-Star game and post-season games on CBS. (The station's "Championship Season" also in-

cludes combinations of local and national NFL Champion San Francisco 49ers and NBA Golden State Warriors schedules.) "We promote the station," said Clack, "as having everything in sports."

This summer KICU-TV San Jose, Calif., begins a new three-year contract with the A's that calls for a minimum of 30 games each season, up from 24 last year. Station manager James Evers said that 50-60% of the season ad inventory had been sold, with Bay Area Chrysler among returning sponsors.

The Oakland A's retain radio rights to 14 exhibition and all 162 regular season games to be aired via flagship station KSFO(AM), San Francisco and a 22-station network in California, Nevada, Arizona and Oregon. The flagship sells ad time in pre- and post-game shows, as well as an evening scoreboard show.

Seattle Mariners

KSTW(TV), Seattle is in the second year of a three-year deal for rights, which the station retains, to broadcast 65 Seattle Mariners games (five preseason, 60 regular), with an option to broadcast several home games under special circumstances (a tight pennant race at season's end, for example, or a player with a hitting streak) if both sides agree.

With the closest other baseball team—Oakland, Calif.—some 600-plus miles away, KSTW feels it effectively has the franchise on baseball in the Northwest. The station is carried on most cable systems in the state. In addition, games will be fed via satellite to four other markets this season: Vancouver, Wash.; Anchorage; Honolulu; Nampa, Idaho. There are also talks with stations in four other markets. The station will produce pre- and post-game shows from the ballpark.

According to KSTW's Scott Baur, who handles advertising for the games, sales are ahead of this time last year, with advertisers on board including Anheuser-Busch, True Value, Stuart Andersen and Cuprinol Stain. According to the station, advertisers in the first three preseason games—March 16, 17 and 18—have been advised that the lockout may force the station to substitute regular programing on those dates. But, according to Baur, games are continuing to be sold on the assumption that there is going to be baseball.

There is no cable coverage of home games on a regional basis. Mariners executives are currently in discussions with two cable sports services, but, according to a Mariners spokesman, the likelihood is that the team will "put our own cable channel together."

KIRO(AM), Seattle—in the first year of a three-year contract—has the rights to 162 regular and 20 preseason games. It is the originating station for a network of 30-35 stations. Advertising in the games is 80% sold to clients that include Chevron, Anheuser-Busch, Alaska Airlines, Sherwin Williams and GTE. Beginning next year, the Mariners, owned by radio executive Jeff Smulyan, will begin selling all advertising time in the broadcasts.

Texas Rangers

Last December the Texas Rangers signed new three-year pacts with both of its television outlets: Home Sports Entertainment (which also has cable rights to the Houston Astros) and KTVT(TV), Fort Worth. Under the agreement, HSE will offer between 50 and 60 games over its network, which includes about 250 systems in Texas, Louisiana, Arkansas, Oklahoma and New Mexico. All of the HSE presentations will be home games.

KTVT has signed to do 65 road games for each of the three years of the contract. In addition, it will offer eight home games in 1990 and 1991, and 10 home games in 1992. This is the first time in five years that KTVT will have an opportunity to telecast Rangers home games. The details are not yet final, but the station expects that a regional network of between 15 and 18 affiliates will be in place when the season begins. Major advertisers include Anheuser-Busch, Southwest Airlines and Goodie's Headache Power.

HSE has been doing especially well with viewship for both its National Basketball Association and Major League Baseball telecasts, said Jack Stanfield, HSE vice president, programing and executive producer for Rangers games. About 80% of the ad inventory for the Rangers season has already been sold. Regular half-hour pregame and 15-minute postgame shows are being planned for the HSE telecasts.

WBAP(AM), Fort Worth is in the second year of a three-year rights deal to provide radio coverage of the Rangers. The station was top rated in the Dallas-Fort Worth area last season, said 25-station regional network coordinator Robert Shiflet, who attributed much of that success to the Rangers. In the Arbitron book, the station maintained first place evenings during the past two baseball seasons. "A lot of that was Rangers and all the excitement around [pitcher] Nolan Ryan coming to the Rangers," he said.

All the preseason and regular games will be aired over WBAP and each broadcast will include a 35-minute pregame, 30-minute postgame and one-hour call-in show. About 80% of the ad time for the games has been sold to several large advertisers, including: Delta Airlines, Anheuser-Busch, Chevron, Chief Auto Parts, Carrier Air Conditioning, GTE, Farmers Insurance Group, Keebler, True Value Hardware and Goodie's Headache Power.

Chicago Cubs

WGN-TV, whose parent, Tribune Broadcasting, also owns the Cubs, will carry 145 games this year, reaching both the local market and over 25 million cable subscribers through its carriage by cablecaster United Video.

Jake Fendley, director of sports sales for the station, said the lockout has not deterred WGN-TV's national sponsors, which include Anheuser-Busch, Nissan, Buick, *The Chicago Tribune*, Unocal, Pepsi, United Airlines and True Value Hardware. Ad sales are 35% ahead of last year, said Fendley. WGN-TV will carry the shows featuring the best of the 1989 Cubs in the place of any canceled spring training games.

The pregame show, *Leadoff Man*, is sponsored by the Chicagoland Chevrolet Dealer Association, while the post-game *Tenth Inning* is sponsored by the area's Chrysler-Plymouth Dealer's Association.

WGN(AM) will carry all 162 regular season games and was scheduled to carry 14 preseason contests. The Cubs will be heard on a 13-state network on 71 stations.

Steve Quast, general sales manager for WGN(AM), said the lockout "has caused some [advertisers] to pause," giving them "another reason to procrastinate." He said the station sells spring training games as part of the package, so if the lockout continues, the station will be faced with altering the package to account for makegoods.

New sponsors Pharmor Drugs and First Illinois Bank join Chevrolet, Marathon Oil, Old Style Brewing and Blue Cross/Blue Shield as major radio advertisers.

Montreal Expos

Labatts Beer is entering the final year of a five-year contract this season, holding the TV rights for the Montreal Expos. Labatts also owns The Sports Network, which holds the cable rights for the Expos and is preparing to sign a multiyear deal with the team. Coverage in Canada is split between French and English broadcasts.

English radio broadcasts for the Expos are handled by CJAD(AM) Montreal, this year in the second of a three-year contract with a fourth-year option. The station has 21 affiliates and is also carried on Armed Forces Radio in Germany. French broadcasts are done by CKAC(AM) Montreal, flagship for a 42-station network. The station enters the second of a three-year contract and will air all 162 games, the All Star game, the National League Championship Series and the World Series.

The CTV Television Network, which also broadcasts the Toronto Blue Jays, will broadcast 20 games this year regionally and 10 over affiliate CFCF-TV Montreal. Another 36 games will be seen on Radio Canada, the French language TV network.

The Sports Network was near signing a new contract with the team last week. The network will carry 25 games to systems reaching 5.2 million viewers.

New York Mets

WWOR-TV Secaucus, N.J., enters the fourth year of a five-year contract with the Mets. The station is scheduled to carry nine pre-season and 75 regular season games, a mix of home and away contests, said Mike Ryan, vice president of broadcasting for the team. Ryan reported only one change in the announcing rosters for this season. Steve Zabriskie has been dropped as an announcer on WWOR-TV. He is not being replaced, and the station will stay with the announcing team of Tim McCarver (who will also work on CBS network games this season) and Ralph Kiner. WFAN (AM) New York is going into the fifth year of a six-year contract with the team, and is scheduled to carry 15 preseason and 162 regular season games.

The team and Sportschannel are still involved in litigation over a pact made several years ago giving the latter pay-cable rights to Mets games. This season, SportsChannel is scheduled to carry 75 games.

At deadline, stations were still firming up contingency plans in the event of a continued lockout by the ball clubs. But according to Ryan of the Mets, which has a cost and revenue sharing agreement with WWOR-TV and WFAN, the potential strike has not kept away the team's perennial full-season sponsors. "We are seeing a little bit of a fall off in spot sales," said Ryan. "The spot advertisers are a little reluctant to commit dollars to games they aren't sure are going to happen." The sponsorship contracts address the lockout situation.

Philadelphia Phillies

WTXF-TV Philadelphia is in the eighth year of its 10-year contract with the Phillies, according to Lonnie Burstein, program manager. The station broadcasts 90 games—five preseason, 85 regular season. WTXF-TV also airs about 35 pregame shows. According to Walter DeHaven, general sales manager, advertisers include Anheuser-Busch, Ford, Bell Atlantic, First Pennsylvania bank and Independence Blue Cross. Approximately 65% of the ad time is sold for the season and DeHaven expects to go into opening day with 85% sold.

Regional cable sports channel Prism, which has just entered into a new, four-year contract with the Phillies, will air 40 home games, according to Donald Heller, vice president and general manager.

Sportschannel Philadelphia, launched Jan. 1, will carry 25 games, most of them away, and five preseason games. Advertisers who have renewed contracts include Budweiser, Texaco, Claridge Casino, New Jersey Yellow Pages and Mister Goodbuys (home centers). Outstanding renewals, expected to sign by last week, include Blue Cross-Blue Shield, Coca-Cola, Leaf (owners of a baseball card company) and Mellon bank.

WCAU (AM)'s 11-year contract runs through 1993. The station, which has a 26-station network, will broadcast the entire season of 162 games in addition to 22 spring training games, "if they have them," said Chris Witting, vice president and general manager. Major advertisers include Anheuser-Busch, Aamco, U.S. Air and Chevrolet. Inventory is about 70% sold. In case of a strike, WCAU (AM) is exploring such programing options as expanded sportstalk in the evening, special updates, AAA baseball and baseball specials.

Pittsburgh Pirates

The Pittsburgh Pirates have been pleased with their two-year experience in producing the team's radio broadcasts and, according to Dean Jordan, vice president of broadcasting and advertising, are "looking forward to a bigger and better" third year.

Radio and television audiences will be served up the same helpings of the Pirates this year as last, assuming all the games are played. The Pirates will produce all the games for radio, airing them via Group W's KDKA (AM), in the third year of a three-year contract.

Jordan said the Pirates are "still plugging away" at selling their radio time. The big challenge is replacing Anheuser-Busch, which cut the Pirates from its media plans as part of its shift of some dollars from advertising to promotion. Major returnees are Giant Eagle, Jeep Eagle, Sears, K mart and Mellon Bank.

Despite its radio success, the team has no interest in getting into the television business, Jordan said. The Pirates have entered the final option year of a three-year rights deal with Group W's KDKA-TV Pittsburgh, and the two parties are in the process of negotiating a new one for 1991 and beyond. "We have been very happy with KD," said Jordan. KDKA-TV plans to broadcast 48 regular-season games (40 away, eight home) and two preseason games.

On the cable side, the Pirates have entered the first of two option years that wrap up its five-year cable rights deal with Tele-Communications' KBL Entertainment Network. However, the terms of the agreement have been renegotiated. KBL will televise 57 regular-season contests and three preseason ones.

St. Louis Cardinals

Independent KPLR-TV St. Louis is in the third year of a three-year contract to carry Cardinals games. The station holds the broadcast rights and sells the advertising time. With the signing of a new three-year, broadcast-only contract through 1993 (BROADCASTING, Oct. 30, 1989), and the renegotiating of the final year of the first contract, the station's game total has been upped from 60 to 76 games: 14 home, 60 away and two preseason. Cencom cable had previously carried 50 games on a pay-per-view basis, but Ed Koplar, head of station owner Koplar Communications, has been an outspoken critic of cable sports "siphoning," and reportedly bid between $13 million and $20 million to "guarantee that Cardinal fans over a broad geographical area will continue to have access to free over-the-air baseball telecasts though 1993," as well as preclude any cable coverage.

KPLR-TV is the originating station for the Cardinal Baseball Network, comprising 32 stations in a nine-state area. Announcers are former Cardinals pitcher Al Hrabosky and Ken Wilson.

According to station Vice President and General Manager Robert Fulstone, the May 1989 Nielsen average for KPLR-TV's baseball broadcasts—17 rating/32 share—made it the top-rated independent for baseball, and the third-rated station overall for baseball coverage, behind the Cincinnati Reds on WLWT (TV) and the Twins on WCCO-TV Minneapolis. Advertising sales for the Mariners are "way ahead of last year," he said, with major sponsors including Anheuser-Busch, Schnucks (food retailer), True Value and Hardees.

KMOX (AM), which has two years to go on its contract, will cover 162 regular season Cardinals games for a network of about 130 stations, according to Robert Hyland, general manager of the station and senior vice president, CBS Radio. In-game ad inventory is 90%-95% sold, according to Hyland. Major advertisers include Chevrolet, Busch, McDonald's, Amoco, Sears and the Missouri Lottery. For games lost to a lockout or strike, the station will try to accommodate advertisers, many on board since the fall, in other sports or special programing that may be created to replace games.

Atlanta Braves

ESPN's 175-game schedule and Wednesday night exclusivity will limit superstation WTBS-TV Atlanta's broadcasts of the Braves. Additionally, the upcoming Goodwill Games will knock about 18 games off the cable schedule, bringing the number of games shown to 109—down from 120 last year and 138 in 1988. However, the Turner Broadcast System is affiliated with Prime Network, and latest word is that launch of a new Atlanta-based regional pay cable sports channel will occur after the beginning of the season. As many as 37 Braves games could be moved to the regional service from the superstation, which said it is still considering which programs to use to fill that part of the broadcast schedule.

Because the Braves and TBS are com-

monly owned, there is no rights deal per se. Sales, said John Vandegrift, director of sports programing for TBS, are ongoing because TBS, unlike most sports broadcasters, has a full national network to sell. Last year's Braves telecasts earned a 1.9 rating/4 share in 923,000 homes.

As it has for nearly a quarter decade, WSB Atlanta will be the radio broadcast flagship. Unlike in the past, however, the station now holds the rights. Previously, the Braves held onto them.

A year ago, WSB created a regional distribution network that consists of 106 stations. Jim Ashbury, general manager of WSB, said that last year's ratings were all-time highs. Ad sales, he said, are better now than they were at this point a year ago.

Cincinnati Reds

SportsChannel of Ohio will give the Reds a new cable carrier and more exposure in Ohio, Kentucky, Tennessee, Indiana and portions of West Virginia, Mississippi and North Carolina in 1990. This year 25 games will be carried with five additional games added each year of the three-year deal. Because the deal was just announced, the carrier is still working with the Reds on some final programing details and could not yet say how many subscribers would be reached. The marketing and ad campaigns are to start in the first week of March.

WLW(AM) Cincinnati will carry all 162 games to about 80 affiliates. More than 80% of the ad spots are already gone, and the station is top-rated when the Reds are on, according to David Martin, the station's manager. Marty Brennaman and Joe Nuxhall have called the games since 1974.

WLWT(TV) Cincinnati is in its 29th year of Reds broadcasts and the third year of its three-year deal. As it did last year, the station will air 47 games this year.

Houston Astros

Astros television rightsholder KTXH(TV) Houston, entering year five of a 10-year rights contract, is scheduled to air 72 regular season and eight preseason games this year. Station general manager Julio Bermudez said the station has sold 78% of its Astro inventory for the upcoming season, with returning sponsors including Anheuser-Busch and Southwest Airlines. Contingency strike plans were being formulated at deadline, but among the possibilities is a series of "best of" Astros games from seasons past, which would be packaged as two-hour programs in prime time, said Bermudez.

On the radio side, KTRH(AM) returns as the flagship station in a regional network that will again total between 40 and 45 stations in Texas and Louisiana, a team spokeswoman said. The stations are scheduled to air the full slate of Astros games.

Home Sports Entertainment enters the second year of long-term cable rights agreement and is scheduled to carry 50 Astros games this season. That is down from 80 games last season, most likely because HSE also carries 55 Rangers games. The Astros' participation in Florida's Sunshine Network ended last year, as a result of ESPN's new national cable rights deal with Major League Baseball.

Los Angeles Dodgers

Now in the third year of a five-year contract as rightsholder, and the 33rd consecutive year of broadcasting Los Angeles Dodgers baseball, KTTV(TV) boasts one of the longest continuous broadcasting relationships in Major League Baseball. As it did last year, the station will air 46 regular season games and four spring training games if the lockout is resolved in time. All of the games are on the road. Greg Nathanson, general manager, KTTV(TV), said in the event that the lockout is not resolved until after the start of the season, any games missed would be made up later in the season.

The radio rights to the games are held by KABC(AM), also in the third year of a five-year deal. The station is the flagship station for a 29-station network, and will broadcast all regular season games. KWKW(AM) is the Spanish radio rightsholder, subleasing the rights from KABC(AM). KWKW(AM) will also air all regular season games, and is the flagship station for a six-station Spanish radio network.

SportsChannel, which takes over the cable carriage of the Dodgers from the now defunct Z Channel, will present 35 home games this season. Unlike the broadcast television and radio rights, the Dodgers retain all cable rights to the games.

San Diego Padres

According to Padres Director of Broadcasting Jim Winters, the Padres have signed a new three-year deal with Cox Cable of San Diego that provides pay-per-view rights to Cox and five other regional cable systems, with a heftier unspecified share of profits to go to the ballclub. Last year, Winters says, rights for PPV broadcast were sold on a straight license basis to Cox, but a "marked increase" in PPV revenues led the team to seek a profit sharing arrangement in addition to rights fees. Cox offers the advertiser-supported 50-game PPV home schedule to viewers for either $6.95 per game or $180 for the entire season package.

On the broadcast side, KUSI-TV, a San Diego independent, will air 51 road games, with the Padres retaining all rights to the telecasts. In the second year of a three-year contract, Winters says the Padres pay a straight fee to the station for the right to sell all advertising time. Winters estimated that 60%-70% of advertising inventory has been sold. He said that station deals of this type have benefited the station, with improved ratings from sports programing as lead-in and lead-out programing. Included in the broadcasts are half-hour pre-game and post-game shows. Ten other area TV stations are part of the San Diego Padres Television Network.

The team's deal with KFMB-AM is structured similarly to its deal with KUSI-TV, with the Padres retaining the broadcast rights and handling all advertising sales on a straight licensing fee arrangement with the radio station. KFMB-AM (in the first year of a five-year deal) has, Winters said, given a cue to the Pittsburgh Pirates to seek a similar deal with its radio partner. Close to 90% of the advertising inventory has been sold, with sponsors including Anheuser-Busch, Chevron, Coca-Cola, Home Federal Savings, Chrysler Plymouth and Toyota Motor Sales.

San Francisco Giants

Now in the second year of a six-year deal with the team, KTVU(TV) holds the broadcast television rights for 50 regular season games, 47 away and three at home. The Fox affiliate is the flagship for a five-station network. Jeff Block, general sales manager, KTVU(TV), said advertising inventory stands at "about 40%" sold and he expects to start the season at 60% sold, an increase over last year. Block credits the Giants' World Series presence last year with the increase in advertising activity. The major sponsors include Toyota, Mitsubishi, Safeway and Sizzler. The Giants hold a separate sponsorship deal with Anheuser-Busch.

The radio rights for Giants baseball are held by KNBR(AM), also in the second year of a six-year deal. The station is contracted to carry all regular season games and 17 spring training games. Bob Agnew, program director at the station, said that even if the lockout were resolved immediately, there would be a two-week lag time before games could begin. "We've already lost eight games," he said. The station, which has a sports identity, will fill the time with sports talk shows and Golden State Warriors basketball games, which would have been preempted in favor of the spring training games. The station is the flagship for a 14-station network, an increase of four stations from last year. According to Brent Osborne, manager, sports and national sales, two-thirds of the advertising inventory has been sold, "at a pace well ahead of last year," he said. Osborne expects to have about 80% of the inventory sold by the start of the season.

SportsChannel is the cable carrier of the Giants and will offer 55 games this season.